

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

PATENT

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| Applicants: | Freud et al. | Docket No.: | 60655.7000 |
| Serial No.: | 10/708,592 | Examiner: | Kevin T. Poe |
| Filed: | March 12, 2004 | Group Art Unit: | 3693 |
| Title: | A SYSTEM AND METHOD FOR USING CASH REBATES | Confirmation No.: | 2591 |

AMENDMENT AND REPLY

Mail Stop Amendment
Commissioner of Patents
P.O. Box 1450
Alexandria, VA 22313-1450

Dear Commissioner:

In reply to the Office Action dated May 27, 2010, of which this Reply is filed within three months, please amend the above-identified application as follows:

Amendments to the Claims begins on page 2 of this paper.

Remarks/Arguments begin on page 7 of this paper.